

## Message Text

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PAGE 01 SYDNEY 00273 100831Z

17

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 090431

R 100530Z FEB 75  
FM AMCONSUL SYDNEY  
TO SECSTATE WASHDC 6040  
INFO USDOC WASHDC  
AMEMBASSY CANBERRA  
AMCONSUL MELBOURNE  
AMCONSUL BRISBANE  
AMCONSUL PERTH

UNCLAS SYDNEY 0273

E.O. 11652: N/A  
TAGS: BEXP, AS  
SUBJ: IN-STORE PROMOTION; FY 1976

REF : SYDNEY A-142  
STATE 8196

1. DISCUSSIONS BETWEEN CONGEN AND ROY GOOTENBERG WERE TIMELY AND EFFECTIVE. MEETINGS WITH DAVID JONES ON PLANNED 1976 AMERICAN PROMOTION RESULTED IN AGREEMENT IN PRINCIPLE BETWEEN CONGEN AND DAVID JONES TO GO AHEAD WITH IN-STORE PROMOTION.

2. AFTER GOOTENBERG'S WORKING LEVEL CONTACTS WITH DAVID JONES REPRESENTATIVES, HE AND I MET WITH CHAIRMAN CHARLES LLOYD JONES AND FOUR BOARD MEMBERS AT LUNCH FEBRUARY 6. RESULTS PROVED DAVID JONES EXCEEDINGLY INTERESTED IN U.S. HELP AND HOPES TO WORK OUT MUTUALLY AGREEABLE ARRANGEMENT. BOARD CHAIRMAN REGARDS THE ELEMENTS IN SUGGESTED CONTRACT AS BEING INCOMMENSURATE IN THAT U.S. CONTRIBUTION OF DOLS 25,000 ALONGSIDE DAVID JONES' OWN MINIMUM ESTIMATED EXPENDITURE ON PROMOTION OF QUARTER MILLION, HARDLY WARRANTS A CONTRACT COMMITMENT TO INTRODUCE ONE THIRD NEW AMERICAN LINES IN PLANNED PROMOTION - PARTICULARLY IN VIEW DAVID JONES' LONG RECORD AS A LEADER IN INTRODUCTION AMERICAN

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LINES TO AUSTRALIA.

3. WHILE APPRECIATING GOOTENBERG'S 9) 25,000 OFFER, WHICH DAVID JONES WOULD ACCEPT, THEY ARE ALSO PARTICULARLY INTERESTED IN ASSISTANCE IN CONTRACTS, CENTERPIECE MATERIALS, COOPERATIVE ADVERTISING AND PROMOTIONAL ASSISTANCE FROM PARTICIPATING U.S. FIRMS AND SUPPLIERS; ENTERTAINERS SUCH AS HAWAIIAN PERFORMERS, IN WILLIAMSBURG COLLECTION, BOBBI BROOKS PROMOTIONAL AID, VISITING PERSONALITIES.

4. WHAT IS NEEDED IS A LITTLE TIME FOR POST TO WORK OUT WITH DAVID JONES WHAT THEY NEED AND TO DEVISE MUTUALLY AGREED FORMULA WHICH TAILORS THEIR NEEDS TO WHAT WE HAVE TO OFFER. CONGEN WILL BE WORKING ON THIS AND WILL KEEP WASHINGTON INFORMED.

HANNAH

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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